Angela Ni

Product Designer · Growth

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Experience

BeFreed
Jan 2025 – Present

Voice AI agent for adult learning. Raised nearly $6M from top VCs and angels.

- Growth Marketing
  - Scale social to **180M+ views** in 6 months with 2 teammates and 30+ creators, running the UGC program end to end across sourcing, hiring, coaching, and scripts.
  - Direct 2 creative strategists on weekly creative rollouts, testing and scaling winners.
  - Own Reddit as a channel, building interest-based subreddits to **69K+ members** and leading the moderator teams that run them.
  - Along the way, build AI workflows to automate performance analysis and reporting.
- Founding Designer
  - Designed the app and web from 0→1, including every core feature and the design system of the product.
  - Conducted nearly 100 user interviews, working with the founders to shape product direction.
  - Wore multiple hats: growth, AI workflows, “front-end eng”, branding, and in-person user acquisition.

ADPList
Oct 2024 – Present

Helping others while figuring it out myself.

Mentor

- Host 1:1 mentoring sessions for students and professionals transitioning into product and growth design.

Artisk.ai
Aug 2024 – Oct 2024

Unpaid, just for the learning.

Product Designer

- Revamped the full landing page and visual direction for an AI design tool, and built the brand guidelines that became the company's visual foundation.
- Led launch strategy for the second MVP on Product Hunt.

VX Media
Jul 2022 – Sep 2023

Joined because I wanted to be an influencer. Ended up working for them instead.

Account Executive

- Managed and executed global influencer campaigns for **UGG, Kiehl's, Coach, and The North Face**, owning campaign strategy, talent direction, content approvals, and client delivery end to end.

Education

University of Pennsylvania
Aug 2025 – May 2026

M:IPD, Integrated Product Design

Parsons School of Design
Aug 2020 – May 2024

B.B.A., Strategic Design & Management

Skills

Design Product design, design systems, brand identity, prototyping
Growth Creator & UGC programs, paid social, creative testing, conversion & funnel
Tools Figma, Claude Code, n8n, Meta Ads, Adjust, a bunch of skills my AI owns